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## **Papa John's and Peyton Manning Welcome Back the NFL Season with a Free Pizza Offer for Fans**

***From now through Sept. 15, orders of \$15 or more will earn Papa Rewards members a free pizza when they use the promo code TOUCHDOWN***

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the Official Pizza Sponsor of the NFL, is making one of the best times of year, the kickoff of the NFL season, a lot better by not just bringing back its award-winning, hand-tossed Buffalo Chicken Pizza, but giving consumers a free pizza offer. Now through Sunday, Sept. 15, orders of \$15 or more will earn Papa Rewards members 25 bonus points when they use the promo code TOUCHDOWN -- enough for a free pizza.

"This is an exciting time of year for every football fan and we are pleased to add to the excitement by offering a free pizza to our existing loyal customers and new enrollees in the Papa Rewards loyalty program," said John Schnatter, Papa John's founder, chairman and CEO. "No matter how your team fares on the field this season, you'll be a winner with this great offer."

Fans can sign up for Papa Rewards by going to [www.papajohns.com](http://www.papajohns.com). Then, after making a purchase of \$15 or more using the promo code TOUCHDOWN, 25 bonus Papa Rewards points will be deposited into their accounts for use on a future order. The bonus points must be used by Sunday, Sept. 29.

The return of the NFL season also means the return of Denver Broncos quarterback and Papa John's franchisee, Peyton Manning, who is starring in a new commercial with Schnatter. The commercial, which promotes the free pizza offer, is the first in a series of commercials featuring Manning and Schnatter that will run throughout the season.

"There's no better spokesman out there than Peyton to help us get the word out about Papa John's," said Schnatter. "He's one of the most admired and respected athletes who is very engaging with a great sense of humor, which you'll see in these commercials."

Papa John's is in the midst of a multi-year sponsorship with the NFL and is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Chicago Bears, Cincinnati Bengals, Dallas Cowboys, Denver Broncos, Houston Texans, Indianapolis Colts, Miami Dolphins, Minnesota Vikings, New York Giants, New York Jets, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 12 of the past 14 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com), or visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), on Twitter at <http://twitter.com/PapaJohns>, or on our blog at [www.papajohnsblog.com](http://www.papajohnsblog.com).

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